

WUPL/UPN New OrleansLOCALISM INITIATIVES
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LOCAL PUBLIC AFFAIRS

 WUPL's weekly half-hour public affairs program, Crescent City Magazine, focuses on many issues that affect our community. Crescent City Magazine includes an interview segment, a healthy living segment, a cooking segment and a community calendar. Some of the issues that have been covered are: Cops for Kids, The American Red Cross, Hurricane Preparedness and Grief Counseling.

 Issues addressed in 2004.

 Families In Tune Together Foundation

 Guest discussed how today's families are out of tune with each other. This program is set up to help families tweak their problems. Told viewers that change begins with you and self-realization.

 Susan G. Komen Breast Cancer Foundation

 New Orleans Computer Technology Village

 Guests discussed trying to bridge the "digital divide" by putting computers in the hands of as many people as possible. Discussed computer training for members of community as well as the computer recycling program that has been put in place.

 LASPCA - Feral Cat Initiative

 Guest discussed the program of trapping, fixing, releasing and feeding the cats in the area to cut down on the stray cat population in the area.

Showed an example of the traps they use.

 Louisiana Health Sciences Center - Prostate Cancer

 MADD

 Audubon Louisiana Nature Institute

 Nature Institute brought in animals to teach the importance of conservation.

 New Orleans Police Foundation - Cops for Kids

 New Orleans Saints Summer Youth Program

 New Orleans Fire Department

 Fire Chief discussed various things the fire department does in the community-- safety talks, smoke detector programs and stopping for emergency vehicles were just some of the NOFD's recent initiatives.

 Audubon Zoo

 Baby boom - New baby arrivals at the New Orleans zoo.

 ALIANZA

 Guest spoke about two legal organizations at Tulane University Law School. BLSA and ALIANZA increased awareness for minority law students and established a network of support for students who are interested in law school-including minorities.

 Seasons Grief Center

 Guests talked about the help they give to people who are dealing with the loss of a loved one. Gave advice to those who come in contact with the bereaved - advising them what to say and what not to say. Talked about programs and services they have in place to help people of all ages.

 YMCA Educational Services

 Shots for Tots

 American Red Cross - Fire Victim Response

 Irish Channel Action Foundation

 Guest discussed diversity of Irish Channel neighborhood. Discussed the history of diversity and culture. Today the Irish Channel Action Foundation is working to restore the rich cultural diversity to this New Orleans neighborhood.

 American Red Cross- Hurricane Preparedness

CREATING OR SELECTING PROGRAMMING

 Preemptions.

 WUPL preempts network programming for several local sporting events including: New Orleans Saints football, SEC Basketball and SEC Football.

Emergency Programming

 On-the-scene Coverage

 WUPL assisted local law enforcement and local emergency response officials by producing and airing PSAs that instructed residents on proper evacuation procedures.

 WUPL produced and aired PSAs soliciting donations for regional victims of Hurricane Ivan. WUPL also partnered with The Salvation Army to collect and distribute hurricane relief items.

 EAS/AMBER Alert

 WUPL regularly airs all EAS alerts and participates in airing local AMBER alerts.

Political Programming

 Candidate Debates

 WUPL aired Countdown to Super Tuesday - a Democratic national debate.

 WUPL airs Make It Count - a political program that updates viewers on the latest news on the presidential campaign.

 Promoting Voter Registration

 WUPL airs public service announcements that encourage viewers to participate in local, state and federal elections.

CIVIC/CULTURAL COMMUNITY-RESPONSIVE PROGRAMMING

 Coverage of local events.

 WUPL aired a 1-hour special, VooDoo A New Game in Town, introducing the community to the Arena Football League. The show explained the differences between the AFL and the NFL.

 WUPL aired a 2-hour live special, VooDoo Fanfest. The show featured entertainment, activities, fan/player meet and greet opportunities live from the New Orleans Arena.

 WUPL aired a one hour Saints Draft Special that recapped the 2004 draft with New Orleans Saints coaches and management.

 WUPL aired a weekly half-hour preseason magazine show, Saints Weekly, featuring New Orleans Saints players, coaches and management.

 WUPL aired a two-hour Saints Training Camp Special which previewed the 2004 football season.

 Local PSAs.

 WUPL aired 20 Black History vignette campaigns in the month of February.

 WUPL airs 10 United Way PSAs per week that encourage support of the local United Way Agency.

 WUPL aired local PSAs for Mothers Against Drunk Driving.

 WUPL aired PSAs for the 2004 Heart Walk.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

 Station Support of Non-Profit Initiatives

 WUPL produced a promotional long-form video for the Make-A-Wish foundation which was used during their 2004 Gala.

 Station Promotion of Causes

 WUPL's weekly community affairs program has guests from various community and non-profit organizations such as: Shots for Tots, The Blood Center, American Red Cross, and The New Orleans Fire Department.

 WUPL's website features a community calendar section.

 Station involvement in education initiatives

 WUPL participated in local school events and donated school supplies and promotional items.

 Ascertainment

 During tapings and pre-production interviews, community leaders, medical caregivers, charity organizations and other members of the community are given the opportunity to inform WUPL of issues and concerns that affect our local community.